

THE AVALANCHE

PUBLISHED EVERY THURSDAY BY
THE AVALANCHE PUBLISHING CO.
INCORPORATED

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EDITOR.

Entered at the Postoffice at Lubbock, Texas, for transmission through the
Mails as second class matter.

SUBSCRIPTION RATES:
(Strictly in Advance)

One Year \$1.00

Six Months 50c

ADVERTISING RATES:—Locals 10 cents per line each insertion. Display ad
vertisements 15 cents per single column inch per week; special rates on
year contracts. Cards of thanks, resolutions, Obituaries, (other than
written by ourselves, 2-1-2 cents per line. Church advertisements, where
a revenue is derived therefrom, 5 cents per line. Professional cards \$1.00
per month or \$10 per year if paid in advance.

Phones Business Office 14
Residence 242

LUBBOCK, TEXAS, THURSDAY, JULY, 10, 1913

PRINTERS INK

Printer's ink is a great sales-
man, and it is the cheapest
merchant can employ. It
carries the message of the
bargain counter to the people,
brings the show window to the
home and teaches all our citizens
important lessons in economy.

The local paper is the best
salesman a merchant can engage.
Its services are always available,
and through it opportunity contin-
ually knocks at the merchant's
door.

No merchant can become a
power in business unless he ad-
vertises. He cannot hope to
draw trade unless he illuminates
the pathway to his store with the
shining light of publicity. Suc-
cess does not search for men in
dark places.

Do not believe that an arbi-
trary rule could be laid down for
advertisements that would fit every
case, but no yearly budget is well
balanced that does not contain a
heavy item for advertising.
Many successful merchants set
aside 3-1-2 per cent of their
annual sales for advertising, and
the results prove it to be their
best investment.

Some merchants depend upon
their personality, business in-
fluence and their acquaintance in
the community to draw trade,
and these are desirable factors
that every merchant needs, but
the price and quality of the
merchandise set forth in the local
paper in convincing language and
attractive style is far more over-
powering and far reaching, and
is the greatest asset a store can
possess.

The merchant should make his
local paper the right arm of his
business and he who fails to do
so neglects a great opportunity.
W. HOLT HARRIS.

Factory smoke improves the
eyesight of investors. Lubbock
should have more smoke stacks.

The press is the power that re-
leases the clogs in the wheels of
progress.

The standpat delegation is
usually the one that accomplishes
the most good in town building.

Civic development and im-
proved highways are short cuts
in the chase for commercial
supremacy.

It's a long way back to the
days when business competitors
passed each other on the public
thoroughfare without speaking.

Improved streets and sidewalks
pave the way to future pros-
perity. Build more sidewalks
and keep the street work mov-
ing.

Transportation facilities are
trade extenders. Lubbock has
just a little the advantage of any
of our neighbors along this line.
Come to Lubbock.

It is sometimes easier to bury
the knocker than to convert him,
but the conversation means a
better citizen while the burial
means a dead loss.

Commercial activity breeds
prosperity. Don't lose an op-
portunity to get into the com-
mercial band wagon by joining
the Chamber of Commerce.

Shade trees and flowers are as
cosmetics to the city beautiful.
The place with nice trees and
flowers attracts attention of the
passers by more readily than
most anything unless it be a
filthy place.

The commercial organization
represents the progressive spirit
of a community. Are you
numbered in that class? If not
have the secretary of the Lub-
bock Chamber of Commerce add
your name to the list at once.
Get in the push.

ARE NOT SLAVES OF FASHION

In China a Man Can Dress as He
Pleases Without Attracting
Attention.

The fashions in Szechuen, Kiangsu
province, have a variety of such extent
that every man can dress according to
his individual choice and still be in
correct taste and without attracting
special attention from anybody else.

In other words, the styles this year
are of personal ideals, according to a
correspondent of the British China
Daily Herald.

He says that every man wears what
is right in his own eyes, and there are
few if any, to ridicule. A panama hat
goes jauntily down the street, closely
followed by a fur-covered brim hat,
felt hats of scarlet and verdigris green
come along with grays and browns
that do the better credit for unique in-
vention. These, with the Eskimo top
cap, a few derby hats and the smart
military uniforms, give the streets a
piquancy which was unknown in the
monotonous china blue of former
years.

Among the notices posted on the
city gate is a fashion plate that has
been exhibited for weeks. It displays
two or three of the typical "western
suits"—the swallow-tailed and the low-
front frock for evening wear—street
garb of European and American style,
and many other varieties. There one
also finds the plaited skirts recom-
mended for the women, and close by
them is the proud silk or stovepipe hat
of felt, which has its special corner
with other headgear.

STRIKE WON IN 20 MINUTES

Union Is Formed and Disbanded With-
in Short Time After Cause
Is Won.

A story comes from Sydney of a
union that was formed, strike declared
and won, the union dissolved, all in-
side of 20 minutes.

The strike was of theater-goers in
Mt. Gambier, in South Australia, and
was against the management of a
barn-storming troupe.

The management asked two shillings
for admission to the show, but the
prospective audience refused to pay
more than one shilling, and after a
hasty consultation outside the theater
formed a theater-goers' union.

Pickets were stationed and within a
few minutes 275 persons—practically
all who were there—had agreed not to
pay the two shillings.

The manager appeared at the dop-
peway and refused to make the requested
reduction.

"I'll give you till I count 20," said
the president of the union, "and after
that our price will be sixpence instea
of one shilling." He counted slow-
ly to nine, when the manager capitulated.
The strike was declared at an end
and the union dissolved and the strikers
trooped into the hall.—New York Trib-
une.

Still Willing to Be Imposed Upon.

He had youth and much faith and
inexperience, but his good father took
him into his office to initiate him into
the mysteries of business.

The second day he was at work a
man came in asking for financial aid,
with a pathetic story about a sick
wife at home and six helplessly small
children without a crust in the
house.

The boy listened earnestly and then
went into his dad's office to intercede
for the unfortunate man. He told
the sad story seriously. The father
leaned forward and peered into the
outer office at the vagrant.

"My son, credulity is one of those
good things that die young—and it is
such impostors as that man who make
it so," he said impatiently. "Why,
when that man was here last week
he had eight children, according to
his story."

"But, father, don't you see," replied
the son tragically. "The other two
probably died of starvation."

THE INFERENCE



Cook—He's a man of great we-

Tin And Sheet Metal Work of All Kinds



We will be pleased to furnish you
mates for all kinds of Tin or Sheet
Work. We guarantee every job, and
prices are as reasonable as good
terial and workmanship will permit.
We have U. S. Mail Boxes for Rural
Route customers.

THE CITY PLUMBING AND SHEET METAL WORKS



Where There's a Farm There Should be a Bell Telephone

The progressive farmer sur-
rounds himself with modern
advantages.

He, too, appreciates that con-
venience ministers to health,
happiness, progress and wealth.

What does he do?
With other neighbors he
starts a Rural Telephone line.
Enough said.

Apply to our nearest Manager for in-
formation or write to

THE SOUTHWESTERN
TELEGRAPH
AND
TELEPHONE CO.
DALLAS, TEXAS



Borden Loses Two Bridges

The rains in Borden county
were harder last Sunday
than first reported and
did considerable damage
to crops, fences, roads and
bridges. A twelve-inch rain is
reported on the head of the Colo-
rado river in the west side of the
county. Two steel bridges and
the wooden approach to two
others were washed out. It is
estimated that the county lost in
bridges and road damage \$10,000.

The commissioners' court met
promptly to open the roads for
travel. The mail failed to get
through one day.

These are the first general
rains this year. Part of Borden
county has no grass or crops but
this rain seems to be general
over most of the country.

For Weakness and Loss of Appetite:
The GRAY'S PATENT TONIC, drives out
Malaria and builds up the system. A true tonic
and sure Agent. For adults and children, 50c.

No More Parcel Stamps

No more parcel stamps will be
issued. Orders have been issued
by Postmaster General Albert S.
Burleson to the effect that the
ordinary stamps shall be accepted
as parcel post stamps. The
parcel post stamps on hand will
be sold, after which the ordinary
stamps will be used.

The revenue from the sale of
all stamps go into the general
revenue of the postal department,
and there is no necessity of hav-
ing two different kinds of stamps,
according to the postal officials.

Badly overstocked on window
weights and will sell in quantities
at 1c per pound. See Abilene.
Have 6, 7, and 8 pound weights.
Write M. Pierson, Bole, Texas.
51 4c

C. E. Ray, Sheriff of Co-
county left on the
train Sunday.

W. S. Norton



WATCH AND ELRY RE

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Ford fellowship is a new de-
mocracy. It is founded upon
a lasting appreciation for the
truly wonderful performances
of the car itself—and for the
world-wide and efficient repair
service which keeps it in con-
tinuous operation—at low cost.

More than 275,000 Fords now in ser-
vice—convincing evidence of their won-
derful merit. Runabout, \$525; Touring
Car, \$600; Town Car, \$800—f. o. b. De-
troit, with all equipment. Get interest-
ing "Ford Times" from factory, Dept.
F. Detroit: Ford Motor Company.
Bradley Auto Sales Company, Lubbock.